



Mindset Media.

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For Immediate Release

RUNNING AHEAD: WHAT DO YOUR SNEAKERS SAY ABOUT YOU?

People Who Buy More Than Three Pairs of Sneakers a Year are Far More Likely to be a Leadership Type than the Population at Large, According to a Mindset Media Study

NEW YORK, March 26, 2008 – Mindset Media (www.mindset-media.com), an online ad network that enables brand advertisers to reach millions of people with the personality traits that fit their brands, released today a Mindset Profile™ of avid sneaker consumers, which the company generated from a recent study conducted using Nielsen's Online panel (www.nielsen-online.com).

How many pairs of sneakers would you guess Hillary has in her closet? Obama? McCain? The answer is likely to be more than three—based on a recent study by Mindset Media.

After sampling 7,500 respondents, the study revealed that people who buy more than three pairs of sneakers a year are 61 percent more likely than the general population to have the qualities of a modern leader, or be, in Mindset Media parlance, “Leadership 5’s.” The study also revealed that they are also more likely to be very assertive (Assertiveness 5’s) and very spontaneous (Spontaneous 5’s).

Mindset Media defines Leadership 5’s as people with ideas and vision, and a style with others that is both inclusive and decisive.

“It is often said you can tell a lot about a person by the shoes they wear, and now we have some hard data to back that up,” said Sarah Welch, COO and co-founder of

Mindset Media. “Sneaker marketers can take advantage of this data and the Mindset Media targeting capability to reach enthusiastic sneaker buyers more efficiently.”

About Mindset Media

Mindset Media is the internet ad network for brands. Using its proprietary psychographic standard, Mindset Media enables brand advertisers to target millions of people with the personality traits that fit their brands in online media buys. The company works in partnership with Nielsen Online to develop consumer profiles that help brand marketers specify their psychographic targets. For more information, visit www.mindset-media.com.

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